

WHAT IS CLAIMED IS:

1. A bicycle electrical connector cord, comprising:
  - a first electrical connector having a first connector body with a plurality of first electrical contacts;
  - 5 a primary cable with a first electrical conducting member electrically coupled to one of said first electrical contacts and a second electrical conducting member electrically coupled to one of said first electrical contacts;
  - a second electrical connector having a second connector body with at least one second electrical contact electrically coupled to said first electrical conducting
  - 10 member;
  - a secondary cable extending from said second electrical connector with a third electrical conducting member electrically coupled to said second electrical conducting member; and
  - an electrical device electrically coupled to said third electrical conducting
  - 15 member.
2. A bicycle electrical connector cord according to claim 1, wherein said electrical device is a sensor that produces a signal indicative of a
- 20 parameter being sensed.
3. A bicycle electrical connector cord according to claim 2, wherein said first electrical conducting member includes a plurality of individual first conductors.
- 25 4. A bicycle electrical connector cord according to claim 3, wherein said second and third electrical conducting members include a plurality of individual second and third conductors, respectively.
5. A bicycle electrical connector cord according to claim 4, wherein
- 30 said sensor includes a reed switch.

6. A bicycle electrical connector cord according to claim 4, wherein said individual second conductors are electrically coupled to said individual third conductors within said second connector body by at least one third electrical contact.

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7. A bicycle electrical connector cord according to claim 2, wherein said sensor includes a reed switch.

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8. A bicycle electrical connector cord according to claim 2, wherein said second and third electrical conducting members include a plurality of individual second and third conductors, respectively.

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9. A bicycle electrical connector cord according to claim 2, wherein said sensor includes a mounting bracket.

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10. A bicycle electrical connector cord according to claim 2, wherein said second electrical conducting member is electrically coupled to said third electrical conducting member within said second connector body by at least one third electrical contact.

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11. A bicycle electrical connector cord according to claim 1, wherein said first electrical conducting member includes a plurality of individual first conductors.

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12. A bicycle electrical connector cord according to claim 11, wherein said second and third electrical conducting members include a plurality of individual second and third conductors, respectively.

13. A bicycle electrical connector cord according to claim 12, wherein said individual second conductors are electrically coupled to said individual third conductors within said second connector body by at least one third electrical contact.

14. A bicycle electrical connector cord according to claim 1, wherein said second and third electrical conducting members include a plurality of individual second and third conductors, respectively.

15. A bicycle electrical connector cord according to claim 1, wherein said second electrical conducting member is electrically coupled to said third electrical conducting member within said second connector body by at least one third electrical contact.

16. A method of attaching a bicycle electrical connector cord to a bicycle, comprising:

attaching a first electrical connector to a bicycle display unit on said bicycle with a first end of a primary cable extending from said first electrical connector;

attaching a second electrical connector to a first electrical device on a non-forwardly facing portion of said bicycle with a second end of said primary cable extending from said second electrical connector;

attaching a secondary cable to a non-forwardly facing portion of said bicycle with a first end of said secondary cable being coupled to said second electrical connector; and

attaching a second electrical device to a non-forwardly facing portion of said bicycle with a second end of said secondary cable being electrically coupled to said electrical device.

17. A method of attaching a bicycle electrical connector cord to a bicycle according to claim 16, wherein

said second electrical device is a sensor that produces a signal indicative of a parameter being sensed.

18. A method of attaching a bicycle electrical connector cord to a bicycle according to claim 17, wherein

said first electrical device is a front suspension fork.

19. A method of attaching a bicycle electrical connector cord to a bicycle according to claim 16, wherein said first electrical device is a front suspension fork.

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